Approved: Celia G. Kupersmith, Deputy Chief Executive Officer Ron Klein, Executive Director, Communications and External Affairs	**ADMINISTRATIVE POLICIES AND PROCEDURES**	No. 35
	Subject: Advertising Standards	
	Date Issued: July 29, 2011 Effective Date: July 29, 2011 Revision Date:	

1.0 PURPOSE

To state Sound Transit's policy regarding advertising on its facilities, establishing uniform viewpoint neutral standards to control advertising displays.

2.0 SCOPE

This policy applies to all advertisements located on or at Sound Transit's facilities.

3.0 POLICY

3.1 Sound Transit facilities are non-public forums subject to the restrictions contained in this policy.

3.2 Sound Transit accepts advertising in order to raise additional revenue. Sound Transit intends to control its advertising in order to maintain a safe and welcoming environment for its customers and employees and to avoid identification with the ads displayed at or on its facilities, including maintaining a position of neutrality on political, religious, and controversial matters.

3.3 Sound Transit will apply the following restrictions to any advertising on or at its facilities:

a. Sound Transit will restrict advertising consistent with its interests in raising revenue, maintaining a safe and welcoming environment for its customers, and maintaining a position of neutrality on political, religious and controversial matters. Sound Transit will restrict advertising that could disrupt safe and comfortable service for its customers and that could cause reasonably foreseeable damage.

b. The following forms of paid and unpaid advertising will not be permitted for placement or display on Sound Transit facilities, buses, or rail vehicles:

- Demeaning or Disparaging. Sound Transit reasonably believes that the content is damaging or disparaging to individuals. For purposes of determining a demeaning and disparaging advertisement, Sound Transit will use prevailing community standards to determine whether a reasonable prudent person, knowledgeable of Sound Transit's customers, would believe that the advertisement contains material that ridicules, is abusive or hostile to, or debases the dignity or stature of an individual or group of individuals.

- Tobacco. Sound Transit reasonably believes that the advertisement promotes the sale or use of tobacco or tobacco-related products, including depicting such products.

- Alcoholic Beverages. Sound Transit reasonably believes that the advertisement promotes the sale or use of alcohol or alcohol-related products, including depicting such products.

- Profanity. Sound Transit reasonably believes that the advertisement contains language that is vulgar, indecent, or profane.

- Firearms. Sound Transit reasonably believes that the advertisement contains an image or description of a firearm.

- Violence. Sound Transit reasonably believes that the advertisement contains an image or description of graphic violence, including, but not limited to (1) depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement, (2) depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm to a person or animal, or (3) incites or appears to incite or encourage violence or violent behavior.

- Unlawful Goods or Services. Sound Transit reasonably believes that the advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of, unlawful or illegal goods or services.

- Unlawful Conduct. Sound Transit reasonably believes that the advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or activities.

- Obscenity or Nudity. Sound Transit reasonably believes that the advertisement contains obscene material or nudity.

- Prurient Sexual Suggestiveness. Sound Transit reasonably believes that the advertisement contains material that describes, depicts, or represents sexual activities or aspects of human anatomy in a way the average adult, applying contemporary community standards, would find offensive or inappropriate for viewing by minors or adults.

- Political. Sound Transit reasonably believes that the advertisement, or any material contained in it, promotes or appears to promote any candidate for office, any political party or promotes or implies position on any proposition, referendum, proposed or existing laws, or other ballot measures.

- Religious. Sound Transit reasonably believes that the advertisement, or any material contained in it, promotes or appears to promote any identifiable or specific religious viewpoint, message, or practice.

- Endorsement. Sound Transit reasonably believes that the advertisement, or any material contained in it, implies or declares an endorsement by Sound Transit or the jurisdictions within its service area, of any service, product, or point of view, without written authorization of Sound Transit or the member jurisdiction, or subjects Sound Transit to litigation.

- False, Misleading or Deceptive Commercial Speech. Sound Transit reasonably believes that the advertisement proposes a commercial transaction, and the advertisement, or any material contained in it, is false, misleading or deceptive.

- Libelous Speech, Copyright Infringements, etc. Sound Transit reasonably believes that the advertisement, or any material contained in it, is libelous, defamatory, or an infringement of copyright, or is otherwise unlawful or likely to subject Sound Transit to litigation.

- Adult-oriented Goods or Services. Sound Transit reasonably believes that the advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with films rated "X" or "NC-17," bookstores, games with an Entertainment Software Rating Board Rating of "Mature M," "A," or "Adult Only" adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.

- Adult Movies or Games. Sound Transit reasonably believes that the advertisement, or any material contained in it, promotes or references films rated "X" or "NC-17" or video games rated "A" or "M."

- Special Provisions Regarding Web Addresses and Telephone Numbers. Sound Transit reasonably believes that the advertisement is such that (1) the message or sponsorship of the advertisement cannot reasonably be determined without reference to a Web site or telephone number that is listed in the advertisement, and (2) that Web site prominently contains, or that telephone number directs callers to, materials that violate the guidelines.

3.4 Public Service Announcements: A limited amount of space that is not sold or being used for Sound Transit's own promotional purposes may be used to display Public Service Announcements (PSAs).

- The Value of Public Service Announcements. A PSA is advertising that serves the public interest. By posting PSAs, Sound Transit provides the community important information at no charge. PSAs raise awareness and helps organizations direct their message to a significant segment of the general public.

- PSA Restrictions. The restrictions articulated in this policy that are applicable to paid advertisements also apply to PSAs.

- PSA Evaluation Criteria. The following additional criteria shall be used to evaluate PSA advertising requests:

    - The request must be for a non-profit corporation with a 501(c)(3) authorization from the IRS. Documentation must be provided as proof of 501(c)(3) status;
    - The organization must not have purchased advertising for the same campaign for other media;
    - The message must be directed to a significant segment of the public and relate to children and family services, broad-based employee contribution campaigns, services and programs that support low income and disabled citizens, or the prevention and treatment of illness; and
    - The message may not be retail or commercial in nature, be related to festivals, shows, sporting events, concerts, lectures or events for which an admission fee is charged or is commercial in nature, be religious or political in nature, nor solicit or promote membership in a religious or political organization.

Advertising space for PSAs shall be made available at no charge; however, the advertiser may be charged a fee for production and/or installation and removal of the advertisements.